REMARKS

Examiner Duran is thanked for the courtesy extended to Applicant's representative to an interview conducted at the Patent Office on July 12, 2005.

The above amendments are response to the interview. In particular, each of the independent claims has been amended to refer specifically to –a **website**– rather than "an **address, service, or content**," so that the claims now recite a banner advertisement that blocks access to a ***requested*** website unless the user who requested the website interacts with the banner advertisement. During the interview, the Examiner agreed to re-consider the rejection upon amendment of the claims to recite the "2 main steps of the invention," *i.e.*, "*Step 1 is the user request a website. Step 2 is the user being blocked from that same website by a banner advertisement unless the user enters a correct or appropriate answer.*" The claims now specifically recite these steps.

As discussed during the July 12, 2005 interview, the three references applied against independent claims differ from the claimed invention in at least the following respects:

- the **Auxier patent** (6,379,251) is directed to an interactive banner advertisement that pops up when a user requests a website, but that sends the user to a third party website, rather than to the website that was requested by the user, when the user interacts with the ad. Failure to interact with the ad does not block access to a **requested website**, but only to the website of the ad's sponsor;
- the **Rowland patent** (5,848,412) does not concern any sort of banner advertisement, but rather discloses a password dialog box; and
- the **Fuller patent** (6,216,112) discloses a system that has ***nothing to do with permitting or preventing access to a website***, but rather that prevents downloaded software program from running unless the user responds to a banner advertisement.

With respect to the Fuller patent, which was newly cited and applied in the April 7, 2005 Official Action, it is respectfully noted that while Fuller does disclose Web advertising and the fact that users ignore Web advertising, Fuller adopts an **alternative solution** to the problem. Rather than preventing a user from accessing a requested website unless the user interacts with the banner ad, Fuller attaches advertisements to downloaded software and prevents use of the software unless the user responds.

Fuller's downloading of ads with software is similar in concept to so-called "spyware" that is currently plaguing computer users, except that ordinary spyware does not intentionally prevent a user from running a downloaded program. The claimed invention, on the other hand, appears in the same manner as a banner ad when a user requests a particular website, but unlike the ordinary banner ad, blocks access to the ***requested*** **website** unless the user interacts with the ad. If the user does not interact, the user does not suffer any adverse consequences except that the user is not permitted to access the requested website.

Although the Applicant disagrees that the three references applied by the Examiner suggest blocking access, *via a network*, to an **address, content, or service requested by the user** unless the user interacts with a banner advertisement, it is respectfully submitted that blocking access via a network to a **website requested by the user** is even more clearly not suggested by the three references, whether considered individually or in any reasonable combination.

The rejections of the remaining claims based on various combinations of the Auxier, Rowland, and Fuller patents with U.S. Patent Nos. 6,286,045 (Griffiths), 6,011,537 (Slotznick), and 6,061,112 (Eggleston) are traversed for the same reasons, as well as for the reasons stated in the response submitted on February 3, 2005.

Having thus overcome each of the rejections made in the Official Action, withdrawal of the rejections and expedited passage of the application to issue is requested.

Respectfully submitted,

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